



WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

2003 Senate Bill 211	Assembly Amendment 1
<i>Memo published: November 25, 2003</i> <i>Contact: Anne Sappenfield, Senior Staff Attorney (267-9485)</i>	

Current law provides that a retailer of intoxicating liquor must purchase, advertise, and sell intoxicating liquor only under the retailer's name.

Senate Bill 211 removes the requirement that an intoxicating liquor retailer advertise only under its own name.

Assembly Amendment 1 maintains current law, but creates an exception under which retailers that are franchisees may advertise separately or together in the name of the franchisor.

The Assembly Committee on State Affairs, on votes of Ayes, 8, Noes, 0, voted to recommend adoption of the amendment and concurrence in the bill, as amended, on November 25, 2003.

AS:wu